



A CPS Project to Promote Safe Travel of Elementary School Children

Phyllis Larimore BSN, CPST Instructor

Car Seat Program Coordinator

816-234-1607

plarimore@cmh.edu



*This presentation is being sponsored by a grant
from the State Farm Insurance Company and many
thanks to Dr. Flaura Winston and the Partners for
Child Passenger Safety, Children's Hospital of
Philadelphia*



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Objectives of this Presentation

1. To be able to discuss a grant application elements
2. To be able to discuss the CPS practices of elementary school children as documented by the CMH CPS Project
3. To be able to identify funding resources in your community
4. To develop a CPS team and a referral network
5. To be able to develop "partners" to promote safe travel of elementary school children, K-3rd grade in your community



Proposal

Children's Mercy Hospital's Child Passenger Safety (CPS) in Elementary Schools program is designed to build upon past program efforts to identify school children who are 4 to 8 years old and less than 4'9" tall and who are not currently traveling in a belt-positioning booster. Inappropriately restrained children are nearly three and a half times more likely to be seriously injured in a crash than their appropriately restrained counterparts

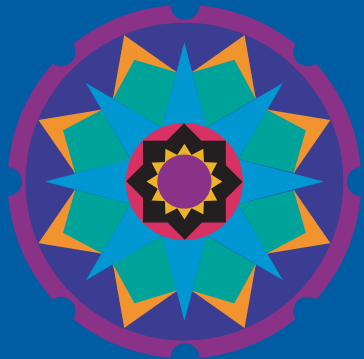


Mission.

This project has the opportunity to empower students to practice safe travel habits and to set an example for their peers and siblings in safe travel.

CMH provides basic child passenger safety (CPS) education and an appropriate car seat to meet age, weight, height and health needs. Since July of 2002 , over 4500 child safety restraints have been provided to children receiving care at CMH.

This project is an extension of the commitment of CMH To promoting safe travel practices in education and reducing barriers to appropriate child safety restraints for low income families.



Target Population

- A minimum of 8 schools in the greater Kansas City metro area will be recruited to participate in this project. Pre- and Post- observational studies of student seating in motor vehicles will be performed to evaluate the effect of the program.



Population Data

KS Counties:

Leavenworth, Wyandotte, Johnson, Miami, Douglas, Shawnee

MO Counties: Platte, Clay, Cass, Ray, Lafayette, Jackson, Henry and Johnson

Ethnicity:

- 6 % African American
- 0.8 % Native American
- 88 % Caucasian 3.8 % Hispanic
- 1 % Asian Amer/Pacific Islander (US Census, 2000)



Project Strategies

- Baseline Seat Belt and Child Safety Seat Usage Observations to document driver and passenger's CPS practices according to the National Highway Traffic Safety Administration protocol
- "Safe Travel for All Children: What You Need to Know", a 15 minutes PowerPoint presentation presented during PTA/PTO meeting
- "Booster Rooster: Boosters to Seat Belts", a 15 minutes Power Point and interactive presentation for all students and school personnel. NHTSA's Larry and Vince make an appearance
- Booster Seats will be offered to parents of children enrolled in the federal school lunch program
- Post Seat Belt and Child Safety Seat Usage Observations to document driver and passenger's CPS practices within one month following interventions





Key Points

- Nation-wide approximately 14 percent of children ages 14 and under ride unrestrained. Riding restrained is the greatest risk factor for death and injury among child occupants of motor vehicles.
- Among children ages 14 and under killed as occupants in motor vehicle crashes in 2002, 50 percent were not using safety restraints at the time of the crash.
 - Inappropriately restrained children are nearly three and a half times more likely to be seriously injured in a crash than their appropriately restrained counterparts. Incorrect use of child safety seats is widespread.



More Key Points

- Although 96 percent of parents believe they install and use their child safety seats correctly, it is estimated that 82 percent of child safety seats are not installed and used correctly.
- Driver safety belt use is positively associated with child restraint use. In a recent study, nearly 40 percent of children riding with unbelted drivers were completely unrestrained, compared with only 5 percent of children riding with belted drivers.
- The back seat is the safest place for children to ride. It is estimated that children ages 12 and under are 36 percent less likely to die in a crash if seated in the rear of a passenger vehicle than if seated in the front seat.
- It is estimated that one-third of children ride in the front passenger seat, many in front of passenger air bags. Children traveling with unbelted drivers, those who are sole passengers and those ages 6 and over are more likely to be seated in front.



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Using data to show need

The most recent Kansas 2004-2005 Observation Data show that children traveling the streets and highways on the streets and highways in our community are at great risk of injury in the event of a crash:

	0-4 yrs	5 -9 yrs	10-14yrs
US	95%	73%	
WY:	68%	39%	32%
JO:	90%	59%	59%
DG:	93%	61%	66%
LV:	84%	48%	47%



Evidence Based Research Findings

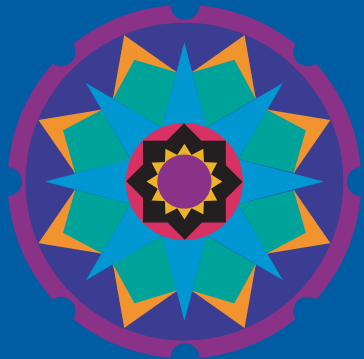
Key findings of a study conducted by The Children's Hospital of Philadelphia to explore reasons for booster seat use and non-use are as follows:

- 1) Parents were unaware of the purpose of booster seats;
- 2) Non-booster seat users had a low risk perception of injury from a crash; and
- 3) Parents looked to state laws for guidance to appropriately restrain children (*Pediatrics*, October 2002).



Budget : \$30,097

- Train 10 staff members as CPSTs \$60 plus 32 hr salary (\$25 average)
- Train in occupant observation 8 CPSTs X 4 hr (\$25 average)
- Salary for observation (8 schools)
 - Team of 2 CPSTs - 30 minutes before school (\$25 average)
 - Transportation to schools (8 schools/4 trips)
 - CMH vehicle and gas card
- Provide 400 backless boosters (\$16 ea) to low income children enrolled in the federal lunch program



Funding Source

State Farm Insurance Foundation

- Previous partnership with State Farm
 - Contact local State Farm Representative
 - Share KS seat belt and child safety restraint observation data
 - Share KS and local MVC data and injury specific to your community
 - Do our goals and objectives “match” the Foundation’s priorities?
 - Develop proposal and make formal application



State Farm Foundation Goals

- To help people manage the risks of everyday life, we support auto and home safety programs and activities aimed at preventing or reducing injury and loss; in addition, the project.
- And in addition, this project helps make future dreams come true, it focuses on education, empowers teachers, school nurses and student resource officers to teach children safe practices to last a life



Other Funding Sources

- Local Community Foundations
- Insurance Foundations
- Safe Kids
- Injury Free Coalition for KIDS
- Websites:
 - Miner and Associates, www.minerandassociates.org
 - Foundation Center, www.fdncenter.org
 - www.google.com
- Top 40 KS Foundations
 - Kansas Health Foundation
 - Sprint Foundation
 - Hutchinson Community Foundation
 - Wichita Community Foundation
 - Westar Energy Foundation
 - Payless ShoeSource Foundation
 - Servant Foundation
 - Cessna Foundation
 - Capitol Federal Foundation



Grant Applications

I. Cover page

- Summary of organization's mission
- Summary of project or grant request
- % of ethnicity of children to be served
- 501(c)(3) letter
- Itemized Budget
- Current year's operating budget
- Two years audited financial statements



Continued Application

II. Grant Proposal

- Background
- Purpose
- Mission
- Population Served
- Number of years of program existence
- Significant past accomplishments
- Evidence of program need and funding needs
- List of other partners/organizations and explain your programs uniqueness
- How program will be evaluated
- Agency plan for future funding
- Past donor information



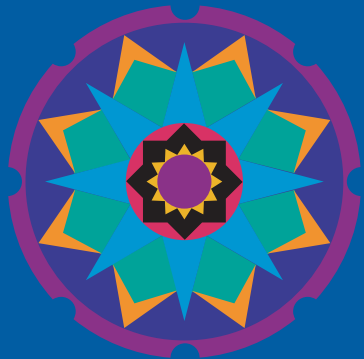
Timeline

- September, 2005. Identify ED team members and elementary schools to recruit for project Register and train ED nurses (6) as CPSTs (September 15, 16, 22, 23 & 24th)
- Meet with KS Safety Belt Education Office Observer and Data Analysis Team
- Develop PTA Presentation and handouts for "Safe Travel for Elementary School Children"
- October, 2005 Meet with project elementary school administrators and recruit for project.
- November 3, 4, 7 & 8 NCPSTC for ED CPS Team
- November dates TBA KS Safety Belt Education/Observation Training of 12 staff members
- November Scheduling of PTA presentations . Scheduling of Boosters to Seat Belt Presentation
- December Pre-Intervention Observations at each project school
- January - April, 2006 PTA Presentations followed within one week, the Boosters to Seat Belt Presentation
- May Post intervention observations
Data Analysis



State Farm Award

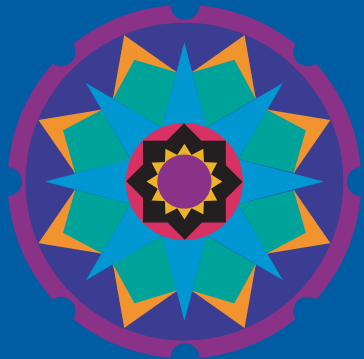
- Received \$10,000 award early February.
- Project timeline rescheduled for January 1 to December 31, 2006



Our Message

1. Buckle UP each and every trip;
2. Use rear seat for all children under 13 years of age;
3. Use appropriate restraint for age and size and
4. Use the restraints correctly.

This our message to parents and children that we will convey during Parent Teacher Association and the Booster to Seat Belts presentations we will offer to the schools in our community.



Project Evaluation

CPS practice and needs will be assessed with a take-home assessment will be given in collaboration with school nurses and will identify baseline CPS practices and perceptions of risk.

Program participant's (parents) attitudes, knowledge and behaviors pertaining to child passenger safety will be assessed before and after program presentation.

Pre- and Post-Intervention seat belt and child safety seat use observation surveys will be conducted per the Kansas State Observation Protocol evaluation in collaboration with Safe Kids Coalition partners and the CMH ED CPS Team.



Getting Started...

Last fall, we invited all Children's Mercy employees to nominate elementary schools where CPS presentations could be given. ***Notre Dame de Sion*** is one of 35 schools nominated to participate in our project. ***Christina Adams***, a parent of one of your students has asked us to invite your school to join the project.



Developing the CPS Team

- Our CPS team includes a core group of emergency department nursing staff to provide CPS education and hands-on presentations to school parent groups (PTA, PTO), student resource officers and school nurses.
 - 15 RNs, Respiratory therapists, and EMTs successfully completed the NCPSTC
 - 8 CPSTs completed a 4hr occupant observation survey class and demonstrated competency
 - 3 CPSTs completed a Booster to Belts Class



Invitation to ER Staff

June 2005

A few years ago.. Denise and Jane Knapp developed an ER based public awareness/education project on Firearm Safety.. and a few of us ER RNs were "trained" to go out to the community and present the message. This is an opportunity to make a difference in your own back yard... we hope you will want to help develop a CPS Injury Prevention Team... because....

Children - 4 to 15 yrs old.. children who do not use boosters and children who are riding in the front seat are dying ... improperly restrained... and in front of an active airbag... We want you to help us to educate, advocate and work with children in your community.

Members of the ER CPS Team will receive:

- National Child Passenger Safety Training - 32 hour course - paid attendance. Next session: September 15,16,22, 23 & 24th.
- Reimbursement of the registration fee \$60... paid attendance at our CPS Events *
Presentation Workshop: Development of Instructor Skills to enhance your presentations of standardized CPS curriculum, PPT and CD.
- Provide incentives for elementary and middle school students
- Opportunity to network with some of the very best CPS experts in the country and great people who share our commitment to children.

We will recruit 10-12 ER staff to build this team to serve the Greater KC schools.
Please complete the following and return to me ASAP. Thanks!



Developing Partners

- CMH Staff referred 35 schools - greater KC area: MO/KS, public/private
- Identified 8 Schools to collect data
 - 4 pairs - common socio-economic, ethnicity and federal lunch program participation
- LE, Healthcare, EMS, Fire and Day Care Providers
- Build relationships with community and school administrators and educators
- Develop your partnerships



Invitation to CMH Staff to Refer Their Child's School July 2005

Denise Dowd and I are inviting your referrals for our Child Passenger Safety (CPS) in your child's elementary school. Many of you have shared your concern about your child's friends who ride to school unrestrained or not using a booster seat when they are too Small for the seat belt (children less than 4 foot 9 inches)... and ride in the front seat.

We are developing a CPS team made of ED nurses to work with your child's school's Student resource officer (SRO) and the school nurse... and we welcome you to help us teach parents and children how to ride safer and to avoid injuries and yes... death.. In the event of a crash. Please complete the following form and return to me. We are wanting to identify elementary schools where the children are more likely "dropped off", rather than riding a school bus (another set of issues). We will invite 6 schools to take part in this pilot project... they need to be within the greater KC area. Please e-mail your Nomination to Phyllis Larimore:

Name: _____ Unit: _____

Home address: _____ Phone#: _____

Email: _____

Name of Elementary School; _____

Address: _____ City: _____ State: _____ ZIP: _____

Phone# _____ Principal: _____

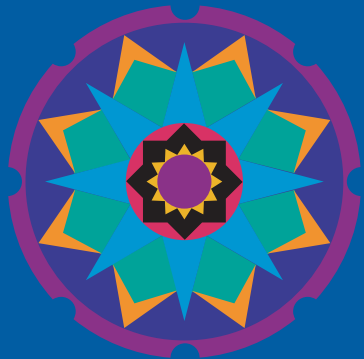


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School Support

- Meeting with School Principal, Nurse, SRO and PTA President
 - Proposal presented
 - Scheduling of observation, presentations
- Letter of Support
- Schedule CPS team members
 - Within 2 weeks - perform observation 30 minutes before start of school



Letter of Invitation to Referral Schools

February 25, 2006

Robinson Elementary School

51st & County Line Road

Kansas City, KS 66106

RE: Request for letter of support of CMH Safe Travel for Elementary School Children Research Project

Dear Mr. Adams:

I am writing to you to ask you to submit a letter of support of the Children's Mercy Hospital's Child Passenger Safety (CPS) in Elementary Schools Research Project. It is designed to build upon past program efforts to identify school children who are 4 to 8 years old and less than 4'9" tall and who are not currently traveling in a belt-positioning booster. Inappropriately restrained children are nearly three and a half times more likely to be seriously injured in a crash than their appropriately restrained counterparts.

Last fall, we invited all Children's Mercy employees to nominate elementary schools where CPS presentations could be given. Robinson Elementary School is one of 35 schools nominated to participate in our project. *Cindy Hutchins*, a parent of one of your students has asked us to invite your school to join the project.

Our CPS team includes a core group of emergency department nursing staff to provide CPS education and hands-on presentations to school parent groups (PTA, PTO), student resource officers and school nurses. The project involves:

- Baseline Seat Belt and Child Safety Seat Usage Observations to document driver and passenger's CPS practices according to the National Highway Traffic Safety Administration protocol
- "Safe Travel for All Children: What You Need to Know", a 15 minutes PowerPoint presentation presented during PTA/PTO meeting
- "Booster Rooster: Boosters to Seat Belts", a 15 minutes Power Point and interactive presentation for all students and school personnel. NHTSA's Larry and Vince make an appearance
- Booster Seats will be offered to parents of children enrolled in the federal school lunch program
- Post Seat Belt and Child Safety Seat Usage Observations to document driver and passenger's CPS practices within one month following interventions

Please contact me to schedule a meeting within the next two weeks meet with school personnel (principal, PTA president, counselor, school nurse, and student resource office to discuss our project and how your school can become a partner. Deadline for submission of letter of support is March 7, 2006.



Letter of Support Required

Please accept this letter of support of our school to participate in the Child Passenger Safety (CPS) Project being conducted between January through December, 2006.

I am aware that the project involves:

- Baseline observations of seat belt and child safety seat restraint use by our students and their families
- The research team will provide a 15 minute presentation to parents during a PTA or PTO meeting
- Members of the research team are certified child passenger safety technicians and will present "Boosters to Seatbelts", an interactive presentation for children, K-3rd grade
- Children, K-3rd grade will be weighed and measured to determine population that will meet requirements for booster seat use for safe travel: 4 to 8 years, 40-80# and less than 4'9"
- Follow up observations of seat belt and child safety seat restraint use will be performed within a 3 month intervention
- Summary of findings will be provided to my school
- I will identify children of families that meet federal lunch program guidelines that would benefit from a free booster seat
- A separate booster seat distribution event will be held with installation instruction provided by the CPS team.

Principal

Phone#



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Observation Tool

KSSBEO

Child Safety Seat Survey

Data Sheet

Site# _____

*** Each Child Observed has a line of data

#	Vehicle Type	Driver Belted	Driver Gender	Type of CRS	Child's Approximate Age	Position Child in Vehicle	Middle Position	Child Gender	Notes & Comments
	A V T SUV	Y N	M F	IS RF FF BS SB NONE	O-4 5-9 10-14	F B	Y N	M F	
	A V T SUV	Y N	M F	IS RF FF BS SB NONE	O-4 5-9 10-14	F B	Y N	M F	
	A V T SUV	Y N	M F	IS RF FF BS SB NONE	O-4 5-9 10-14	F B	Y N	M F	
	A V T SUV	Y N	M F	IS RF FF BS SB NONE	O-4 5-9 10-14	F B	Y N	M F	
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CMH Modified Observation Tool

Driver	3	2
6	5	4
9	8	7

- Legend:
- AB = AB
 - X = lap/shoulder seat belt
 - / = lap belt only
 - XB = BPB w/lap/shoulder
 - 0 = none



What Parents Don't Seem to Understand..... Our Message

- CPS 101
 - Crash Dynamics
 - Injury Data
 - Risk of Injury Underestimated
 - Evidence based Injury Prevention Strategies
- How best to protect their child who has outgrown their car seat



Parents role in CPS... you make the difference

1. Child must be restrained on every trip.
2. Children under 13 must be in the rear.
3. All children should be in the appropriate restraint for their size and age.
4. Restraints should be used correctly.



Take Home Assessment

Driver	3	2
8	5	4
9	8	7

Please show us how you and your child travels:

- your child's seating position
- Presence of air bags (AB)
- Lap (L) or Lap/shoulder seat belt (L/S)
- use of booster:
 - Backless booster (B)
 - High back booster (HBB)
- None – no seat belt (None)



Letter to B2B Schools

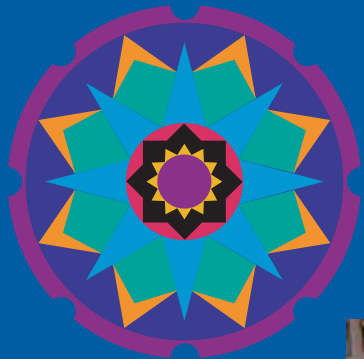
Dear Educator,

Thank-you for hosting a *Boosters to Belts* program at your school. *Boosters to belts* is a great way to introduce booster seats and general traffic safety tips to children and their parents. KSBEО appreciates the opportunity to bring these important messages to your student body. We hope you will choose to join us in our efforts to educate the public about booster seats by continuing to address this topic in your classroom.

In the following pages, you will find ideas for integrating traffic safety messages into your curriculum in upcoming weeks if you so desire. Activities range from simple to more complex and can be tailored to fit your students' needs. Keep in mind that this packet is designed to serve a variety of ages. All the materials may not apply. Please select the information that you find most beneficial and disregard the rest.

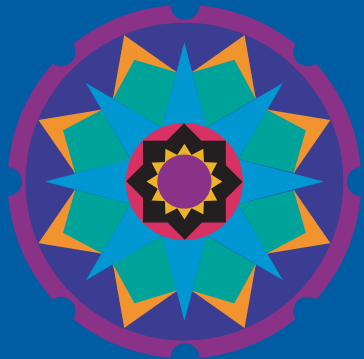
As an educator, you play an important role in the development of future generations. KSBEО believes you are capable of guiding children to positive habits that may someday save their lives. Through further study of seatbelts and traffic safety, you have an opportunity to make a lasting impact on the minds in your care.

We encourage you to take some time to discuss and study this topic further. And, to remember what Booster Rooster reminds you to always do. Thanks for your support,



St Peter's B2B Presentations





4 to 8 year old Children in Motor Vehicle Crashes

1. Recommendation for Proper Restraint
 - Children who have outgrown child safety seats (CSS) with internal harnesses should be properly restrained in a belt positioning booster (BPB) seat until they are at least 8 years old, unless they are 4'9"?

a. True

b. False



4 to 8 year old Children in Motor Vehicle Crashes

1. Recommendation for Proper Restraint
 - Children who have outgrown child safety seats (CSS) with internal harnesses should be properly restrained in a belt positioning booster (BPB) seat until they are at least 8 years old, unless they are 4'9"?

a. **True**

b. False



KS and MO Children At Risk of Injury in a crash

2. Children living in Kansas and Missouri are over twice as likely to be injured in a motor vehicle crash than children living in other states?
- a. True b. False



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- a. **True** b. False



Kansas Child Passenger Safety Law Requires

3. All children younger than four must be in a federally-approved child safety seat. Children age four but under 14 must be protected by a safety belt.

a. True b. False



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Kansas CPS Law (KSA 8-1344) applies to

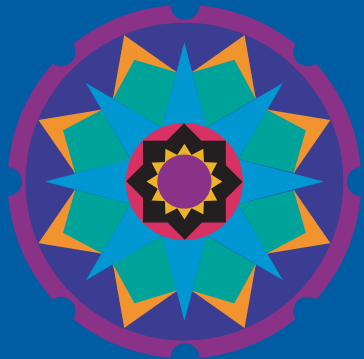
4. All drivers transporting children.
 - a. All vehicles designed for carrying 10 passengers or less.
 - b. Kansas residents and non-residents alike. All seating positions in vehicle.

 - a. only
 - b. only
 - c. Both a and b



Kansas CPS Law (KSA 8-1344) applies to

- 4. All drivers transporting children.
 - a. All vehicles designed for carrying 10 passengers or less.
 - b. Kansas residents and non-residents alike. All seating positions in vehicle.
 - a. only
 - b. only
 - c. Both a and b



Barriers to Booster Seat Use

5. The purpose of a belt positioning booster seat (BPB) is to:

- High back and no back BPB are for children who have outgrown child safety seats (CSS) and are not large enough for the vehicle seat belt system
- BPB raise a child up so and correctly position the vehicle lap/shoulder seat belt on the child

a. True b. False



Barriers to Booster Seat Use

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a. **True** b. False



Most Common MVC Injuries of Children, 4 to 8 yr old

6. 71% of serious injuries to 4 to 8 yr olds are to face and head

a. True b. False



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a. **True** b. False



Risk of lap belt only injuries of children 4 to 8 yrs old

7. Children in seat belts are 4 times more likely to suffer head/brain injuries a compared to children who use CSS and BPB seats

a. True b. False



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a. **True** b. False

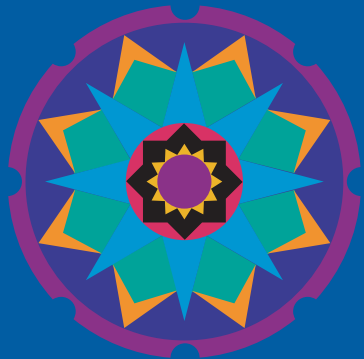


Which organ is less likely to recover from an injury

8. The correct answer is...

- a. The brain
- b. The lower right leg
- c. The upper left arm





Which organ is less likely to recover from an injury

8. The correct answer is...

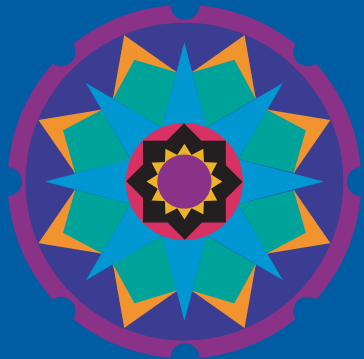
a. The brain

b. The lower right leg

c. The upper left arm



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In learning how to best protect my child passenger...

9. This is what I do....

- a. I ask my child's doctor how to best protect my child passenger
- b. I ask the police officer how to best protect my child passenger
- c. My state's CPS law will tell me how to best protect my child passenger
- d. I don't know who to ask.....





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When is it time to “graduate” into the vehicle seat belt?

10. I know that I can allow my child to use a seat belt only when
- The child can sit all the way back against the vehicle seat, with knees bent comfortably over the edge.
 - The lap belt remains snugly across the bony areas of the lower hips/upper thighs (not the soft abdomen).
 - The shoulder belt remains snugly positioned across the chest and collarbone.
- a. True b. False



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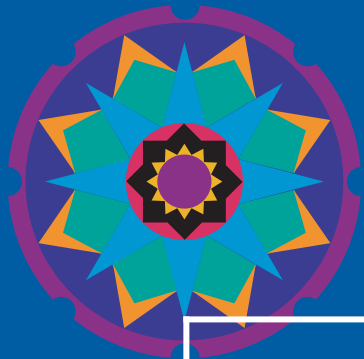
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KCMO Catholic School,

- April 25, 2006 from 7:30 am to 8:00 am
- Location: Within 1 block of School
- Vehicles Observed: 99





KCMO Catholic School Observation Data

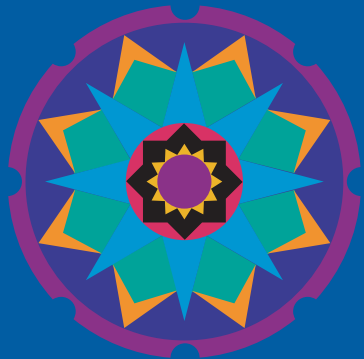
D 99 (96%) X	3	2 56 (88%) X 9 NB
6 15 (65%) X 11 NB	5 12 (86%)/ 2 NB	4 21 (64%) X 13 NB



What are the Barriers to Proper Occupant Safety...

- How many crashes occur near school?
- How many school families have been involved in a crash in the last year?
- How many children have not been injured in a crash?
- How many drivers have received a citation for not properly buckling up their child passengers?
- Is this the practice for all trips in the vehicle?





Hands-on... Does it fit?





Seat Belts Save Lives!





INTRODUCIN G Booster Rooster!



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Booster Rooster
Reminds you to
Always....



Buckle Up!



Thank You to Educators

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HOSPITALS & CLINICS

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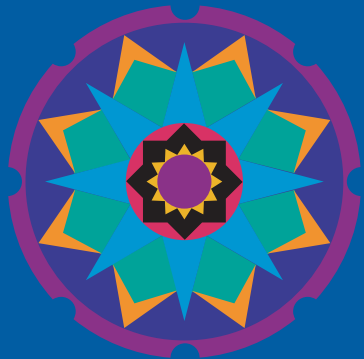
Safe Travel Project to be continued...

- Will begin scheduling schools in September
- Plan to have project of 8 schools completed by October



You're Invited to Join us!

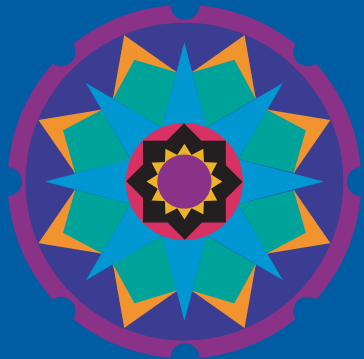
- The Upgraded CPS bill provides for 1 year of CPS/Booster seat education to the public....
 - We need CPS educators in every community.. In every school.. In every day care...
 - This is our opportunity to help the kids to learn how to best protect themselves.. Please call Norraine or Jeff or join the team



Boosters to Belts Training

October 2 @ BWB Driving Academy in Olathe, KS.

- Contact Norraine Wingfield, Traffic Safety Specialist, KS Safety Belt Education Office. 1-800-416-2522 or nwingfield@dccca.org to register.



Resources



Standardized Child Passenger Safety Training Program Winter 2004

Flaura Winston MD Presentation 3.17.05
Partners for Child Passenger Safety
(www.chop.edu)



National Child Passenger Safety Training

- **September 21, 22, 28, 29 & 30**
 - Safe Kids of Johnson CO @ BWB Driving Academy. Steve Jensen, Lead Instructor.
- **November 9, 10, 16 & 17**
 - Safe Kids of Metro KC @ Raytown Fire and EMS. Phyllis Larimore, Lead Instructor
- To register: www.usa.safekids.org
 - Fee: \$60 includes 2yr certification